

The Power of Live Events

YOU'RE MAKING A SOUND INVESTMENT!



WATCH SALES ROCKET

76% of visitors at B2B and B2C exhibitions make new purchasing decisions and have existing ones reinforced.



NOT BEING AT AN EVENT CAN DAMAGE YOUR BRAND!

The perception of a brand that is not represented at an event actually deteriorates by 5%. This is true even for extremely well-known or global brands.

LIVE EVENTS PROVIDE A BIGGER WINDOW OF OPPORTUNITY

The average visitor spends 5.5 hours at a live event. This equates to watching or listening to **660** broadcast adverts.



LIVE EVENTS BEAT OTHER FORMS OF MARKETING HANDS DOWN



2X

more powerful than TV ads



3X

more effective than print media



4X

more effective than radio

SEEING IS BELIEVING

Visitors who encounter you at live events think your brand, product or service is **28%** more innovative than they did before they attended.



LIVE EVENTS CHANGE MINDS

Before an event **37%** of people thought they would make new contacts and **38%** thought attending the event would make buying easier. This doubled to **75%** and **76%** respectively following the event.



LIVE EVENTS ARE GOOD FOR YOUR IMAGE

Perception of the quality and value of your brand, product or service is improved by **21%** after visitors experience you at a show.

LIVE EVENTS LEAVE A LASTING IMPRESSION

69% of visitors surveyed two weeks after attending live events said they had already recommended or would be recommending brands they had seen at the event.

